

Practices Of Social Media And Its Waves In Cyber Bullying

Dr. Raj Bahadur Sharma, Dr. Sandeep Solanki

Abstract: The study investigates the usage tendencies and practices of social media among the social media users in Saudi Arabia. The researchers examine the overall effects of the social media on the life of social media users and to identify the reactions of cyber bullying activities. For the study, data has been collected through semi structured questionnaire; chi-square and ranking methods were used to testing the hypotheses. It is found that the users utilize the social media for buying products or services online, especially with bulk discounts or offers. Mostly users are not being affected by cyber bullying activities, it shows that they are fully aware about cyber bullying and also not indulge unnecessarily. The study concluded that there is no association between selection of social media and gender; purpose of using social media and gender, victimizing by social media and gender.

Key Words: Social media, Social networking, Cyber bullying, Behavioral impacts

1. INTRODUCTION

Members in a society are involved in constant interface while sharing same territories, dominant culture and political authorities. Being Human is being Social, predominantly a face to face interaction. 'Building Social Network' is one of the features of any social structure which involves invitations and interactions between individuals, families, business organization, variant cultural, religious groups, state and even nations; because everyone needs social support-psychologically. So, it is about fulfilling the third innate human needs (affections and caring) as per the hierarchy ladder of Abraham Maslow – an American psychologist. In the pursuit of making this world a 'global village' mass communication system have been developed at its crest, beginning from the consortium of commercial backbone providers to share the information, primarily between the scientists in the form of 'packets' that could be routed on different paths and reconstructed at their destination, through ARPANET in 1967 in the USA; which was the basis of today's 'Internet'. Mention of a global computer optical networking technology i.e. 'Internet' is inevitable here. Today's internet reaches throughout the society accomplishing trade exchange, community interface and acquiring information. Internet along with 'Smart Phones and Tablets' have revolutionized the way people lead their life, be it a teacher, businessman, labor, housewife, elderly old man or young lady; practically in any nation. Due to the evolution of internet and smart phones it is the era of cultural transmutation wherein people start learning about each other at a drastically faster rate across the globe; expansively supported by social media. One likes to be 'social', especially when not at work, because human being is basically a 'social animal' as put by Aristotle. And the social media provides such a platform but virtually because it is a digital channel of communication dependent on fiber optic cable and computer networking.

At present there are some 145 commercial communications satellites carrying millions of conversations, data streams and news reports around the globe. In the 21st century information gathering has become central means of governance to watch over social tendencies and control economic activities across geographical regions as well. There are about 240 crores (2.4 billion) active users of Facebook and more than a million users each of YouTube, Tik-Tok and What's-App. This means almost every third person in the world is online. People around the world use social media for an enormous information dissemination, practically began in 1995 with a 'www' version of personal websites followed by bloggers in 1999. The decade 2000-2010 has been truly a period of social media boom. One can publish and stream on Fandom (2004) or Twitter (2006); share videos and photos on YouTube (2005) or Flickr (2004) or Pinterest (2010) or Instagram (2010); discuss on Quora (2009) or phpbb (2000); frequent conversation with friends and relatives on Whats-App (2009) or Snap Chat (2011); upload personal profile on LinkedIn (2002) or Facebook (2004) or MySpace (2003) or Orkut (2004); search location of local businessman on Yelp (2004) or Google Map (2005) or foursquare (2009); share products for sale on the index of Bazaar Voice (2005) or Polyvore (2007) or Power Reviews (2005). Each individual has an embryonic need to get magnetized and be appreciated; and the social media facilitates this instantly online. Say it, be the need for self-expression of thoughts and ideas with friends and relatives, or broadening of knowledge through professional network, or branding the product among prospects. Nowadays companies big or small have a separate IT Cell to socialize its companies online. Even the tweets or online comments, of influential political leaders use it, to communicate with its public and the world. Members of 'generation-Z' are true digital natives, as they are born and brought up in a digitalized environment. Looking to the growing importance of digitalization of society, this paper investigates the tendency to use social media and its effect on grown-ups in the region of Al-Kharj in Saudi Arabia. And the population is primarily the university college students in the age group above 18 years. Every phenomenon has positive as well as negative effects, so does the social networking sites usage. Among teens – the addiction to be online, cyber bullying, scratch to the image only due to somebody's notoriety, scoring low in higher education due to excessive spending time online, incorrect self-diagnosis, enthused by misleading content, it may decrease relational abilities due to lack of face to face contact within real society, adverse effect on physical or psychological wellness of

- Dr. R.B. Sharma, Assistant Professor, Department of Accounting, College of Business Administration, Prince Sattam Bin Abdulaziz University, Al Kharj, Kingdom of Saudi Arabia, E-mail: rbsharmaji@gmail.com
- Dr. Sandeep Solanki, Assistant Professor, Department of Marketing, College of Business Administration, Prince Sattam Bin Abdulaziz University, Al Kharj, Kingdom of Saudi Arabia, E-mail: sandeep.victory1947@gmail.com
- (This information is optional; change it according to your need.)

students etc. (W.Akram, R.Kumar, 2017).

2 LITERATURE REVIEW

Social Media is a bordered system of internet based medium wherein individuals or group of individuals create a profile permitted to be shared with others on the same system to get linked-up and navigate already existing profile (Ellison and Boyd, 2007). 'Social Media is a group of Internet based applications that build on the ideological foundations of Web 2.0, and that allow the creation and exchange of User Generated Content' (Kaplan, A and Haenlein, M., 2010, p.61). Social media uses the seven functional slabs i.e. identity, conversations, sharing, presence, relationships, reputation and groups (Keirtzmann, McCarthy, Sylvestre and Hermkes, 2011). The social networking sites follow the push and pull information principles – stating about receiving the pertinent information actively rather passively (Boundless, 2014). New information technologies are bringing changes in behavior pattern not only one-to-one but one-to-many and then many-to-many (Shirky, 2008, pg.87). Social media also supports teen dating and spend 92% of their day time (Lenhart and Anderson, 2015). Another viewpoint for the use of social media is the aspect of 'narcissism (self-love)' which states inflating the self-praise while generating online content (Buffardi and Campbell, 2008). Social media is used to satisfy five socio-psychological needs – showing affection, venting negative feelings, gaining recognition, getting entertainment, and fulfilling cognitive needs (Louis Leung, 2013). Some users wish that some of the posts on the social networking sites get vanished because they are made either out of error or emotional distress (Chukwu Jeremiah, 2016). The audience is often attempting to satisfy certain social and psychological needs, such as surveillance, information seeking, entertainment, personal identity, or companionship (Dimmick, Sikand, and Patterson, 1994; Lin, 1998; Rubin, 1983). Maslow (1970) described these psychological needs as cognitive and emotional in nature. Referring to the study of 'public self' and 'private self' as part of 'impression management' (Goffman, 2002), teens exhibit the same on social media. In addition to the above contemplation, there are certain risks involved while using a social media network such as there is no legal protection or loss investment to the companies due to change in the social network site policies, most of the time it may not be possible to identify the content profile creator(s), disguised advertising, consent of the unsolicited messages (without recipient's permission) cannot be assumed out of the fact that the recipient is the follower on the network site, and the use of personal data for advertising purposes may offend privacy (Harting Attorneys at Law – Berlin and Buhlmann Attorneys at Law – Zurich, 2013). The study on cyber bullying by Heidi Vandebosch and Katrien Van Cleemput, 2008 reveals that cyber bullying involves both the perpetrator and the hurtful – the one who is victimized on the basis of repetitive negative online actions. The Cyberbullying Research Center defines cyberbullying as "willful and repeated harm inflicted through the use of computers, cell phones, and other electronic devices"(Unicef Report 2017). Another study by Gustavo S. Mesch, 2009 indicates the high participation of parents, especially of adolescents, is inevitable to reduce the risk of being bullied online interpersonal communication. Social isolation, depression and cyber bullying is being reported as harmful effects as a result of high usage of social media sites and calls for a mental healthcare of young people, Paul Best,

Roger Manktelow, Brian Taylor, 2014. Texting on social media such as aggressive comments online through FB were found to be most frequent venue of bullying the peers in college, Elizabeth Wittaker and Robin Kowalski, 2014. There exists a range of behaviors in defining cyber bullying especially through mobile and internet which needs to be further defined, Dorothi Wunmy Grigg, 2010. While taking the references of social media practices and cyber bullying, this paper aims to investigate, predominantly, the immediate reactions or feeling after being victimized online and the overall impact of the using social media on youngsters.

3 METHODOLOGY

3.1 OBJECTIVES:

- To identify the usage tendency of social media in the kingdom.
- To know the most likely purpose of using Social Media in Saudi Arabia.
- To examine the immediate reactions of Cyber Bulling.
- To know the overall effects of Social media on public life.
- To investigate the impact of cyber-bullying due to social media among the male and female respondents both

3.2 HYPOTHESIS:

- H₀₁: The preference of Social media is not associated with gender.
 H₀₂: There no association between purpose of using social media and gender.
 H₀₃: There is no association between victimization cyber-bullying and gender.
 H₀₄: There is no significant association between assessment of Social Media and gender.

3.3 SCOPE OF STUDY: To attain the objectives, the researcher developed 'a questionnaire' based on past study and after reviewed the relevant literature. The present study is empirical survey nature. The researchers approached to the respondents specially visited to the educational institutions and distributed.

3.4 RESEARCH METHODOLOGY:

The research methodology is designed to justify the result of study as objective as realistic and useful. The outline of research methodology followed during the study as follows:

3.4.1 Sample design:

The survey has been conducted to major cities of Saudi Arabia. The respondents selected on random basis especially from educational institutions. The study includes students as well as faculty members and their relatives as respondents.

3.4.2 Data Collection:

The study is based on primary data which were collected through semi structured questionnaire. The data have been collected in raw form then it was processed with the help of MS-Excel and SPSS software package.

3.4.3 Statistical Tool:

For the purpose of analysis of collected data, it has assembled and classified in tabular format by using MS-Excel. Percentage analysis, Chi-square test etc. statistical tool were used for testing of hypothesis.

3.5 Descriptive Statistics:

Table 1

Category	Variable	No. of Respondents	Percentage
Gender	Male	94	58.75%
	Female	66	41.25%
Age	Below 18	24	15.00%
	18 to 30 years	81	50.63%
	30 to 40 years	26	16.25%
	Above 40	29	18.13%
Education	School Education	52	32.50%
	Graduate	60	37.50%
	Post Graduate	22	13.75%
	Others	26	16.25%
Employment Status	Employed	51	31.88%
	Unemployed	109	68.13%

Table 1 exhibits the composition of the whole sample of 160 in terms of Gender, Age, Education and Employment. 58.7% are male respondents and 41.3% are female respondents that have been considered in this study. Majority of the respondents 50.63% are young adults i.e. between the ages of 18 to 30 years unlike only 15% below the 18 years and a considerable 34.38% above the age of 30 years. A sizeable 51.25% are in the category of graduates as well as post graduates. A substantial percentage of respondents in the category of gender corresponding to the age and education with unemployment status of 68.13% deduce the relative interest in the use of social media.

3.6 Data Analysis:

3.6.1 Data Analysis – I

Table 2

Questions	Variable	No. of Respondents	Percentage
How long do you use social media in a day on average?	Less than an 1 hour	3	2%
	1 to 3 hours	46	29%
	4 to 6 hours	60	38%
	More than 6 hours	51	32%
How many social sites do you have your profile (Account)?	Less than 3	19	12%
	3 to 6	49	31%
	6 to 10	43	27%
	More than 10	49	31%
Which social media have you been used in the last 30 days?	Whatsapp	153	96%
	Face book	140	88%
	Twitter	57	36%
	Snap chat	102	64%
	Instagram	51	32%
	Others	143	89%
What is purpose of using social media?	Communication	151	94%
	Entertainment	132	83%
	Education	113	71%

What would be reaction immediate after the Cyber bullying?	Build relationship	104	65%
	Advertisement and Promotion	144	90%
	Annoyance (Anger) on Social Media	94	59%
	Criticize of Social Media	44	28%
	Lawful Actions against Social Media	10	6%
	Avoid using Social media	7	4%
Do you think that Social Media is increasing number of Cyber bullying?	Yes	33	21%
	No	127	79%
Have you ever been victimized by Cyber bullying of Social Media?	Yes	71	44%
	No	89	56%
How does social media affects your life overall?	Positively	136	85%
	Negatively	24	15%

Table 2 exhibits in terms of daily time spending; 37.5% of the respondents spend time between 4 to 6 hours whereas a considerable time of more than 6 hours is expended by 31.8% of the respondents which is quite closer to 28.7% of the respondents spending between 1 to 3 hours a day; and only 2% are spending less than an hour. This infer that respondents give a very high proportion of their time in their daily routine in using social media and an interest to remain in continuous eagerness to update their status or share their opinion or react to some phenomenon on social media. A generous time consumed is also reflected in a minimum number of up to 10 social sites visited by 56% of the respondents that infers a high number with a high time spent. A whopping high percentage of 96% respondents are the users of Whats-App (a social site application used for individual to individual as well as group interactions) and an enormous 88% uses Facebook (a public social site available to share or like or download or save any messages around the world). The vast figure of consuming social sites reflects the titanic popularity among the respondents; Snap chat, Instagram and Twitter have comparatively lower usage among young adults. Communication or an innate willingness to express oneself is the sole reason, i.e. 94%, of being highly active on social media followed by looking for advertising and promotional offers, of the products or services, with 90% and a craving for being entertained i.e. 83% (sharing videos, music, photos or reacting over the same etc.) besides education and building relationship as secondary. It reveals the inherent intentions of the respondents towards social media. Anger or Annoyance (59%) is found to be most immediate reactions if being bullied online that follows criticism but a very insignificant number of respondents would be willing to proceed for any lawful actions against social media. A majority 79% users feel that there is no increase in cyber bullying activities whereas 44% still agrees that they became victims of cyber bullying acts while online. A deliberate investigation reveals that social media have a very positive (85%) impact on the life of respondents; possibly it becomes a key source of being friendly with others without moving out of the house, without any physical pain or due to highly entertaining.

Table 3

Do you think that Social Media is increasing number of Cyber bullying?			
Responses	Male	Female	Total
Yes	15	18	33
No	79	48	127
Total	94	66	160

Table 3 depicts that 11.25% of the female accepts an increase in cyber bullying on social media sites whereas 30% denies for the same. But for male users 49.3% denies any increase in cyber bullying activities and even lesser than female users affirms any such acts i.e. only 9.3% on social sites. There is quite close acceptance between both male and female users regarding any such observation.

Table 4

What would be reaction immediate after the Cyber bullying?			
Reactions	Male	Female	Total
Annoyance (Anger) on Social Media	54	40	94
Criticize of Social Media	27	17	44
Lawful Actions against Social Media	7	3	10
Avoid using Social media	5	2	7
Others	1	4	5
Total	94	66	160

Table 4 shows that, under the category of 'annoyance', male users (33.75%) outnumbered female users (25%). Also the male users (16.9%) feels to criticize the social media more than female users (10.7%). But not much of the users (13.75%) male or females seem to be interested for any lawful action rather avoiding social media unless they are extremely hurt.

Table 5

Have you ever been victimized by Cyber bullying of Social Media?			
Responses	Male	Female	Total
Yes	39	32	71
No	55	34	89
Total	94	66	160

Table 5 depicts that almost all users are aware of the concept of 'cyber-bullying' and that majority (56%) are not victimized also; but still 44% is a quite high figure of being victimized but doesn't seem to be serious to react. Interestingly, male (24%) become more victimized than the female users (20%) which is quite close response but still male proportion (34%) is higher than the female (21%) in denying the same.

Table 6

How does social media affects your life overall?			
Responses	Male	Female	Total
Positively	77	59	136

Negatively	17	7	24
Total	94	66	160

Table 6 exhibits that a captivating 85% of the social media users affirms about a positive impact on their life overall. But when segregated, male users (48%) affirms to have an impact on their life than the female users (37%). This shows that male users are more prone using social media sites than the female users. This also infers that majority of young Saudis put a high value to social media in day-to-day life and that their life is almost incomplete without it.

Table 7

Social Media Name(s)	Frequency				Overall Ranking
	Male		Female		
	Yes	No	Yes	No	
What's-App	91	3	62	4	1
Facebook	82	12	58	8	3
Twitter	24	70	33	33	5
Snap-chat	54	40	48	18	4
Instagram	31	63	20	46	6
Others	82	12	61	5	2

Table 7 shows that both male and female users prefer 'What's-App' as a social site as most adorable at the top most rank; because it offers individual friendly exchange of responses with immediate amendment of messages forwarded or sent. According to a research published by J. Clement at Satista Inc. (provider of data on market and consumers) on most popular global mobile messaging app in July 2019, 'What's-App' reach has topped in usage penetration world-wide. Share of population selected from Saudi Arabia on the same research topic was 73% in 2017. Similarly in this research paper as well 'What's-App' flies at the top position. The 'What's-App' features are more flexible in the sense it can be amended or clarified by the sender and more understandable by the receiver. 'Others' category stands as the second most preferred which includes media such as YouTube, Pinterest, LinkedIn, Tumblr Blogs etc. which offers variety of interest in entertaining the users such as sharing the educative videos, photos, professional update and links, following and sharing blogs etc. 'Facebook' stands next which is comparatively a higher degree of public platform because it offers sharing with 'friends list' or 'public'. Using 'Facebook' has become nowadays a matter of social status because your sharing reflects your 'thought levels' which may be perceived differently by anyone forming a positive or negative image, so one has to be very cautious about sharing anything on 'Facebook'. Recently, 'Facebook' is being charged with infiltration of privacy data of the users and even the users are restricted with some government laws that may infuse a charge of spreading noise. On 'Facebook' once a wrong message is sent and by chance if anyone forgets to amend the message, it may call for a serious troll. Snap-chat is also popular but at the 4th ranking. Snap-chat features editing of the videos and messages to amuse friends and stands at the fourth position overall, followed by Twitter and Instagram. One has to be more careful while 'tweeting' and should be

supported with evidence or incidences on record in other media. 'Instagram' also offers sharing of the photos which may be controversial in a conservative society like Saudi Arabia. Therefore the 'Tweeter and Instagram' are comparatively less preferred or popular.

Table 8

Purposes of using Social Media	Frequency				Ranking		Overall Ranking
	Male		Female		Male	Female	
	Yes	No	Yes	No			
Communication	89	5	62	4	1	1	1
Entertainment	74	20	58	8	3	3	3
Education	73	21	40	26	4	5	4
Build relationship	60	34	44	22	5	4	5
Advertisement and Promotion	85	9	59	7	2	2	2

Table 8. Since a human being is a social being everywhere and that calls for 'communication' which is the top most ranking purpose to be active on social media followed by a focus on 'advertisement and communication' by both male and female users. Generally during the festive season of Id and Ramadan in Saudi Arabia there is a series of online advertisements and heavy discount offers, on various products available, in the malls. The users of social media in this study appeared to be quick enough to identify an offer which carries heavy discount and avail it through social media, if advertised. 'Entertainment' is remarkably ranked at the third position in terms of purposes to use social media, which is reflected in sharing a hefty flow of data in the form of likes, sharing, downloading, saving, and comment posting by both users.

3.6.2 Data Analysis -II

Testing of Hypothesis:

H₀₁: The preference of Social media is not associated with gender.

Table 9

Gender	Frequency	Whats-app	Facebook	Twitter	Snap chat	Instagram	Others
Male	Observed	91	82	24	54	31	82
	Expected	86.21	78.89	32.12	57.47	28.74	80.58
Female	Observed	62	58	33	48	20	61
	Expected	66.79	61.11	24.88	44.53	22.26	62.42
Total	Observed	153	140	57	102	51	143
	Expected	153	140	57	102	51	143

Chi-Square Test Result:

Calculated Value	6.54
Degree of freedom (df)	5
p-value	0.2573
Critical Value at .05	11.0704977

The above result shows that the calculated chi-square value is (6.54) is less than the critical value (11.07) at df. 5. Since, the p-value is also greater than the out chosen significance level ($\alpha=.05$), we accept the null hypothesis accepted. Rather, we can conclude that there is no association between selection of social media and gender. Hence, male and female are independently selecting social media for his/her use.

H₀₂: There no association between purpose of using social media and gender.

Table 10

Gender	Frequency	Communication	Entertainment	Education	Build Relationship	Advertisement and Promotion
Male	Observed	89	74	73	60	85
	Expected	89.33	78.09	66.85	61.53	85.19
Female	Observed	62	58	40	44	59
	Expected	61.67	53.91	46.15	42.47	58.81
Total	Observed	151	132	113	104	144
	Expected	151	132	113	104	144

Result of Chi-square test:

Chi square	2.01
Df	4
p value	0.7345
Critical value	9.487729037

The above result shows that the calculated chi-square value is (2.01) is less than the critical value (9.48) at d.f. 4. Since, the p-value is also greater than the out chosen significance level ($\alpha=.05$), we accept the null hypothesis accepted. Rather, we can conclude that there is no association between purpose(s) of using social media and gender.

H₀₃: There is no association between victimization cyber-bullying and gender.

Table 11

Opinion		Male	Female	Total
Yes	Observed	39	32	71
	Expected	41.71	29.29	71.00
	% of column	41.5%	48.5%	44.4%
No	Observed	55	34	89
	Expected	52.29	36.71	89.00

	% of column	58.5%	51.5%	55.6%
Total	Observed	94	66	160
	Expected	94.00	66.00	160.00
	% of column	100.0%	100.0%	100.0%

Result of Chi-square test:

Chi square	.77
df.	1
p value	.3806
critical value	3.841458821

The above result shows that the calculated chi-square value is (0.77) is less than the critical value (3.84) at d.f. 1. Since, the p-value is also greater than the out chosen significance level ($\alpha=.05$), hence we accept the null hypothesis. Rather, we can conclude that there is no association between victimization by cyber bullying and gender.

H₀₄: There is no significant association between assessment of Social Media and gender.

Table 12

Assessment		Male	Female	Total
Positively	Observed	77	59	136
	Expected	79.90	56.10	136.00
	% of column	81.9%	89.4%	85.0%
Negatively	Observed	17	7	24
	Expected	14.10	9.90	24.00
	% of column	18.1%	10.6%	15.0%
Total	Observed	94	66	160
	Expected	94.00	66.00	160.00
	% of column	100.0%	100.0%	100.0%

Result of Chi-square test:

Chi square	1.70
df	1
p value	.1921
critical value	3.841458821

The above result shows that the calculated chi-square value is (1.70) is less than the critical value (3.84) at d.f. 1. Since, the p-value is also greater than the out chosen significance level ($\alpha=.05$), we accept the null hypothesis. Rather, we can conclude that there is no association between assessment of social media and gender. Hence both male and female are independently assessing social media whether social media effect on user life positive or negative.

4 FINDINGS

- a) Social Media users in Saudi Arabia are intensely involved in expending a substantial amount of time in their daily

routine which is quite high i.e. up to 350 minutes. This is due to the fact that Saudi Users are a highly conservative and family-oriented society when compared to but unlikely, the other western democratic societies. And social media facilitates a higher degree of communication with the outer world, by being at home.

- b) A generous time consumed is also reflected in a stopover at large number of social sites among the target users, which is up to 10 per respondent. Worldwide there are more than 65 social site networks. This indicates that respondents are registered on variety of social networks.
- c) Usage propensity of What's-App and Facebook has found to be the most rampant social sites on which the Saudi users are highly active.
- d) Looking for and updating status about family and friends with the self is one of the prominent reason of being so active on social media. This is corresponding with the previous findings number 1 and 2. The primary objective of using social media is to remain in continuous connected with friends and family frequently to exchange the status. The respondents also use social media to identify the promotional offers on products and in malls, if any for a rational buying purpose. And off course a change in whole day with the purpose of getting amused for some time is also one of the main reasons to engage in social media usage.
- e) Both male and female users deny for any increase in cyber bullying which suggests worthy awareness level as well. This may be due to a watchful observation of legal compliances in S. Arabia.
- f) Majority of social media users in SAUDI Arabia are not victimized by cyber bullying activities and thus an ignorable number of cyber bullying experience is observed.
- g) Anger and Criticism is an evident emotional reaction against cyber bullying acts, if any.
- h) Overall impact of Social Media in SAUDI Arabia is very optimistic and satisfied.
- i) It is verified in the study that the preference in using social media is not associated with the fact that whether the user is a male or female. It's completely an individual choice without any external influence.
- j) Apparently when the purpose(s) of using social media is enormous, it is also not associated with the fact that whether the user is male or female; hereby tested.
- k) Seemingly the cyber bullying activities are least observed by the respondents; there is no association detected whether the user is male or female, if victimized.
- l) Assessment of social media, based on its usage, have nothing to do with the gender of the user.

5 CONCLUSION

Usage of Social Media is augmenting around the world with an enormous speed, geographically, including Saudi Arabia despite of a conservative society. It is held that the average usage time among the users is very high including the number of social networking websites registered per user in Saudi Arabia. Both the male and female users use the social media to remain in contact with friends and relatives and are keen to update status of self or to find about the others. Personal communications with the society as well as entertainment like online games or creative applications are few of the primary objectives of using any social site. The users also utilize the

social media for buying products or services online, especially with bulk discounts or offers. The users – male or female – are not affected by cyber bullying activities online and are fully aware of the concept and do not indulge unnecessarily. Largely the social media users in Saudi Arabia are enthused to be online socially with a high rate of frequent presence.

6 RECOMMENDATION

Promoters of Social Media have a very big responsibility in terms of use of the data. The data shared on the social media sites can be in any form (video, animated, photos, or text) or in any language (English, Hindi, French etc.). The sharing of messages is so widespread that it can target any community, sector, gender, state, nation, or any political or religious leader(s) or social service leaders or any business organization around the world. The intention(s) of the sender to share the messages or data online is generally unknown unless it takes a shape of crimes like cyber bullying or even terrorist acts or notoriety of any kind. When the messages travel across the globe it also travel across the national borders and the cultural factors as well. The extent of social media is so intense that it can either appreciate or hurt any entity's interests or individual emotions or religious sentiments or belief system. Therefore the promoters of social media carry a high responsibility in terms of legal protection to the privacy of the users. The users registered over must feel safe to share the information publicly. So, besides generating massive monetary gains, the promoters of the social media must follow strict ethical norms for the security of any individual registered. For example some nations have instructed the users to include the national identity details in their profile while registration. It can also work out with the government of the nation to promote acts with social or environmental cause(s) such as drive safe or reduce the use of plastics and the like.

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